

JETRO HOUSTON

An Office of Japan External Trade Organization

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December 2, 2011

U.S. Department of Justice/NSD
FARA Registration Unit
600 E Street, N.W. - BICN Building
Room 1301
Washington, D.C. 20530

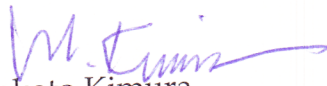
RE: JETRO, Houston: Registration #2277
Submission of Informational Material

Dear Sir/Madam:

Pursuant to Section 4(a) of the Foreign Agents Registration Act of 1938, as amended, JETRO Houston submits herewith copies of the informational material distributed by our office on behalf of Japan External Trade Organization as attached.

If you have any questions relating to this matter, please contact the undersigned.

Very truly yours,


Makoto Kimura
Chief Executive Director

Enclosure: *JETRO-Houston e-Newsletter*, Vol. III - No. 3, Autumn 2011

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U.S. South Central Region

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JETRO
Japan External Trade Organization

INVEST JAPAN

JETRO's e-Newsletter for Arkansas, Louisiana, Mississippi, Oklahoma and Texas

Vol. III, No. 3 • Autumn 2011

Letter from the Chief



Makoto Kimura

Japan has traditionally been known as a premier example of a 'green' country, and we had in place impressive government-ratified goals to reduce the carbon imprint in our country.

As most of you know, the earthquake and tsunami seriously damaged Japan's supply chain, thereby af-

fecting the production of automobiles and other products, not just in Japan, but in the U.S. and elsewhere. As a result, it has become clear that there are a number of Japanese manufacturers, especially small ones, which play an indispensable role in the supply chain of the world.

Luckily, these companies have been repairing the damaged factories at a much faster speed than expected and most returned to pre-earthquake, pre-tsunami levels of production.

However, it has been recognized that the "just-in-time" approach – which has been adopted by manufacturers in Japan and other countries as a means of holding inventories to a minimum – is not enough. Now, they are talking about the importance of maintaining a balance between "just-in-time" and "just-in-case." One big challenge Japan faces is how to build a system that can respond to a disaster more resiliently.

The constraints on energy and other resources will increase, along with worldwide environmental issues. Prime Minister Noda renewed Japan's commitment at the U.N. General Assembly to achieve a low-carbon society and a transition to a green economy through technological innovation. By doing so, Japan will make a useful contribution for the sustainable growth of the global economy.

Following the Great East Japan Earthquake and tsunami, many people, companies and governments around the world immediately came to the aid of Japan and the U.S. stepped forward as an especially strong ally. Perhaps, even today, our cooperative relationship will include even more conversations between the United States and Japan on developing industrial collaboration for a sustainable society.

Message from JETRO Chairman Ishige

We are most grateful for all the continuous support which our friends overseas have provided for us in the wake of the Great East Japan Earthquake. With this generous assistance from all across the world, Japan has been injecting all possible resources into restoring its economy from the damage wrought by the calamity. Above all, vitalization of corporate activity through trade and investment, and economic invigoration by forging corporate partnerships with overseas countries, have become increasingly important.

Looking at the global economy, there has been an emerging structural shift. Developed nations, including the U.S. and those in Europe, have struggled with various difficulties, while emerging economies, particularly in Asia, have witnessed steady economic growth. JETRO has been working to keep pace with this changing global economic landscape and is now entering a new phase in its mission.

We are working to increase the quality and flexibility of the information and services we provide to both Japanese firms in Japan and overseas, as well as expanding our efforts to boost trade, investment and economic cooperation between Japan and the rest of the world.

To do this, we are relying even more heavily on our global network of offices spanning JETRO Tokyo headquarters, JETRO Osaka, the Institute of Developing Economies (IDE-JETRO), 36 offices in Japan and more than 70 overseas.

In the area of foreign direct investment promotion, we are supporting the investment of foreign companies in Japan's high value-added industries, such as the environment and high-tech sectors, encouraging them to position Japan as a gateway to an emerging Asia. We are also working to boost foreign investment in Japan's tourism sector.

To strengthen economic ties between Japan and other countries, we are supporting the policy research and formulation efforts, through IDE-JETRO, of the Economic Research Institute for ASEAN and East Asia (ERIA), which is working to facilitate East Asian economic integration. JETRO is also deeply involved in fostering infrastructure development in Asia, and facilitating economic growth in developing countries through promoting trade and BOP business.

Through these and other efforts, we are striving to help Japan maintain its vital position as a key contributor to the global economy.

About the Chairman

On October 1, 2011, **Hiroyuki Ishige** assumed his position as Chairman and CEO of JETRO. His most recent position during a 36-year career with the Ministry of Economy, Trade and Industry was as Special Advisor to METI which occurred after a two-year assignment as Vice-Minister for International Affairs. Ishige held Director-General positions at METI in the trade policy, small- and medium-enterprise, manufacturing industries and natural resources and energy policy while also serving in the Minister's Secretariat. Some of his responsibilities at METI, the predecessor organization of METI, included work in the industrial policy and the international trade policy bureaus. The new Chairman was also at the Permanent Mission of Japan to the International Organizations in Geneva, Switzerland.



Hiroyuki Ishige

JETRO Booth at Power-Gen

Those attending the **Power-Gen International** conference and exhibition in Las Vegas from December 13-15 are cordially invited to visit JETRO's booth #4750. Three companies will be featured: Osaki Electric Group (smart meters), Laplace System (photovoltaic simulation software) and Roof Tech (solar panel systems).

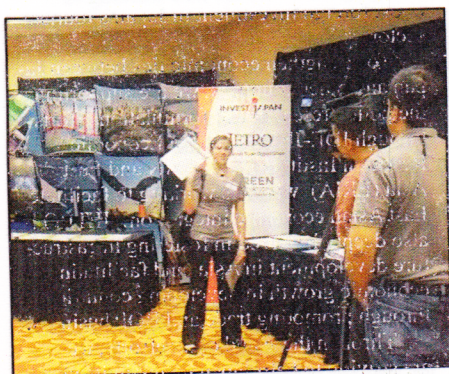
In order to represent the growing number of Japanese companies that focus on the latest cutting-edge green technologies, JETRO launched its "Green Innovations Partnerships" to showcase their products and services.

JETRO's objective is to provide opportunities for potential U.S. business partners to connect with innovative Japanese green technologies and expertise, develop business opportunities and forge strategic partnerships.

Japan is now a global leader in low-carbon energy solutions despite limited domestic energy resources. It has been at the forefront of energy efficiency and renewable energy development since the oil embargoes of the 1970s.

"Smart Cities" Report

JETRO-Houston joined the City of Austin and the Austin Chamber of Commerce to sponsor **The World's Smart Cities Forum 2011** held on October 5. Coordinated by the Nikkei Business Publications America, Inc., this first-ever round table encouraged dialogue to develop global standards for the "Smart Cities



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JETRO booth at Smart Cities Forum

and Smart-Communities Platform." Marubeni Corporation, NEDO, Texas Climate & Carbon Exchange, Austin Energy and JETRO all hosted booths.

Opening the forum was **Aaron S. Demerson**, Executive Director of the Office of the Governor, Economic Development and Tourism, who greeted participants on behalf of the State of Texas. Opening remarks were extended by Austin City Councilman **Chris Riley** and **Adriana Cruz**, Vice President of Global Corporate Recruitment for the Austin Chamber of Commerce. **Makoto Kimura**, Chief Executive Director of JETRO-Houston, also welcomed the guests.

Dr. George W. Arnold, National Coordinator for Smart Grid Interoperability from the National Institute of Standard and Technology (NIST) with the U.S. Department of Commerce, outlined the benefits of smart-grid technology. Speaking about a new energy

service business model, **Matt Futch**, representing IBM's Energy & Utilities, outlined its worldwide projects and addressed challenges such as regulation, cyber security and consumer education.

Moderating the panel discussion was **John Suzukida**, President of Lanex Consulting, LLC. Panelists included **Dan T. Ton**, Program Manager with Smart Grid R&D for the U.S. Department of Energy, who spoke about its smart-grid demonstration projects. **Bert Haskell**, Technology Director of Austin's Pecan Street Project Inc., described their smart-grid demonstration project supported by a grant from the U.S. Department of Energy. Pecan Street Project Inc. is leading a team of researchers from the University of Texas at Austin in cooperation with the National Renewable Energy Laboratory and Environmental Defense Fund to develop and test an integrated clean energy smart grid in the homes of today. **Tatsuya Shinkawa**, Chief Representative at the Washington, D.C. office of the New Energy and Industrial Technology Development Organization (NEDO), addressed the demand-response systems installed in residential areas in Japan. Japan will continue to participate in smart-grid demonstration projects that contribute to developing the smart-cities platform. **Dr. Milton L. Holloway**, President and Chief Operating Officer at the Center for the Commercialization of Electric Technologies (CCET), outlined the Discovery Across Texas smart-grid demonstration project which identifies technology solutions that better integrate Texas's vast wind-energy resources into the electric grid.

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Around the Region



Former U.S. Secretary of State **Condoleezza Rice** welcomed **Makoto Kimura** at a World Affairs Council of Dallas/Fort Worth event in November. Rice shared the dais with former U.S. Secretary of State **James A. Baker, III** and she was promoting her recent memoir, *No Higher Honor*.



Makoto Kimura recently met Dallas Mayor **Mike Rawlings** for a courtesy call. Discussions included JETRO's activities in the region and civic efforts in Dallas to assist their Friendship City of Sendai, Japan following the Great East Japan Earthquake.

JETRO welcomes your comments on current issues, international business development and doing business with Japan. Please direct your correspondence to Thomas Conry, Editor, JETRO-Houston e-Newsletter, at Conry_Thomas@jetro.go.jp.

Go to www.jetro.org for the latest information on JETRO USA events or JETRO's Japan Web site at www.jetro.go.jp for an extensive listing of publications, programs, statistics and surveys about Japan.

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